GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

STARRED QUESTION NO:266
ANSWERED ON:11.12.2006
ADVERTISEMENTS BY PSUS
Mehta Shri Bhubneshwar Prasad

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the policy regarding award of advertisements by the various Departments of the Government and the Public Sector Undertakings (PSUs);

(b) whether some PSUs are reportedly giving their advertisements to private television channels neglecting Prasar Bharati;

(c) if so, the details thereof; and

(d) the steps proposed to be taken to ensure award of advertisements by PSUs to Prasar Bharati ?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P. R. DASMUNSI)

(a) to (d) : A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PART (a) TO (d) OF LOK SABHA STARRED QUESTION NO. 266 FOR ANSWER ON 11.12.2006

(a):As per the policy of the Ministry of Information and Broadcasting, Directorate of Advertising and Visual Publicity (DAVP) is the nodal agency for release of all advertisements in both print as well as electronic media, by all central government Ministries/Departments including Public Sector Undertakings.

(b)&(c):So far no Central Public Sector Undertaking (PSU) has approached DAVP for release of advertisements in Electronic Media including Prasar Bharati under the new Policy. However, Doordarshan is getting advertisements from various Government Ministries and PSUs. Details are as per annexure.

(d): As included in the Ministry of Information and Broadcasting's new Advertisement Policy, the need of routing all advertisements of Ministries/ Departments of Government of India and Central Public Sector Undertakings and autonomous bodies through DAVP is being emphasized from time to time.

Doordarshan has set up a separate Development Communication Division to market Doordarshan among Government Departments and PSUs.